MULTIMEDIA UNIVERSITY ®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021 / 2022

BDT1014 – DIGITAL TRANFORMATION TECHNOLOGIES

(All sections / Group)

10th August 2022
9 a.m. – 11 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

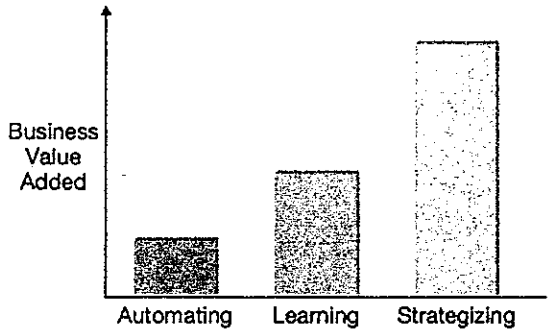
1. This question paper consists of 3 pages (excluding cover page) with 4 Questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Write your answers in the Answer Booklet.

QUESTION 1 [25 Marks]

a. When deploying information systems across organisational levels and functions, there are three general ways the information system can provide value: to enable automating activities, to enable learning, and to enable the execution of organisational strategy as shown in the diagram below:



Describe each of them and which way is the best among the three and explain why.

(9 marks)

b.

Company	Value Created
A	Brings files together in one central place by creating a special folder on the user's computer. Provides a collaborative environment for users to review and share their content. Users are offered a free account with set storage size, with paid subscriptions available that offer more capacity and additional features
B	Provides a platform in which the users can run and manage a modular bundle comprising computing platform and one or more applications, without the complexity of building and maintaining the infrastructure typically associated with developing and launching the application. The customers pay a monthly subscription fee to use the platform.

What business models are practiced for Company A and B? Explain why?

(8 marks)

c. One example of globalization is outsourcing. Describe outsourcing and explain **THREE (3)** reasons why companies outsource.

(5 marks)

d. There are many drivers of the "consumerisation of IT". Explain the "Consumerisation of IT" and provide one example of a driver.

(3 marks)

Continued...

QUESTION 2 [25 Marks]

a. Explain the concept of planned obsolescence. Why do manufacturers of hardware and software often apply the concept of planned obsolescence?

(5 marks)

b. Various services are provided in the cloud. Some customers require access only to certain software, others want to have more control and be able to run the software of their choice on a server in the cloud. Describe the **THREE (3)** service models of the cloud and which service model provides the customer with the greatest flexibility and why?

(8 marks)

c. In managing social media applications in an organisation, technology can be an important enabler of strategic advantage if implemented and managed carefully. With internal enterprise-oriented social media applications, the technology is a critical success factor, but it is not the only component for success of failure of such initiatives. Why does providing only the tools in the hope that employees will use them for the intended purpose is not enough?

(3 marks)

d. There are many factors involved that must be considered when using social media applications within an organisation. Describe **THREE (3)** of the factors and for each of the factor, describe the reasons why they are important.

(9 marks)

QUESTION 3 [25 Marks]

a. In an SDLC model, why is the system maintenance considered "repeating the SDLC". Describe the **FOUR (4)** types of system maintenance.

(10 marks)

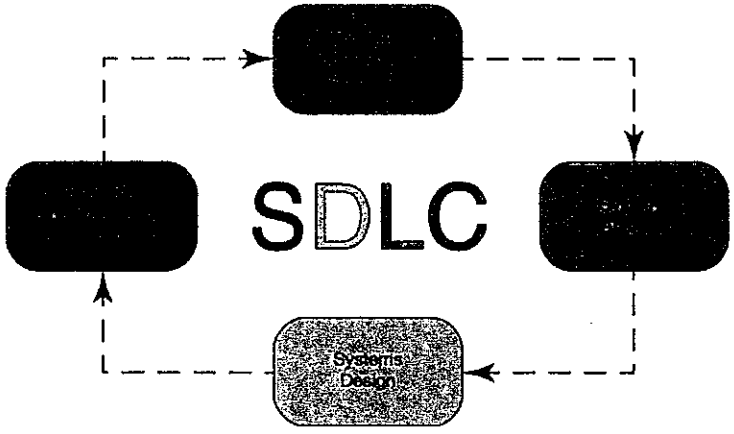


Figure 1

Continued...

b. When deciding to deploy new systems to support their operations to gain or sustain a competitive advantage, organisations can typically choose between custom and off-the-shelf software. Distinguish between custom and off-the-shelf software and describe two primary advantages custom software has over the off-the-shelf software.

(6 marks)

c. Securing information systems in an organisation begin first with a thorough information system risk assessment to obtain an understanding of the risks to the availability, integrity and confidentiality of data and systems. Such assessment should encompass all of an organisation's systems, including hardware, software, data, networks, and any business processes. Describe what are being identified from the assessment, what are being assessed based on the identification. Provide examples of each of them.

(9 marks)

QUESTION 4 [25 Marks]

a. Discuss the definition of Fintech with examples.

(6 marks)

b. Define crowdfunding and crowdsourcing and explain the difference between them. Provide an example to distinguish the difference between crowdfunding and crowdsourcing.

(7 marks)

c. Figure 1 shows three general approaches to conducting commerce. Describe each of them and distinguish between the three approaches. Give the cons of each approach?

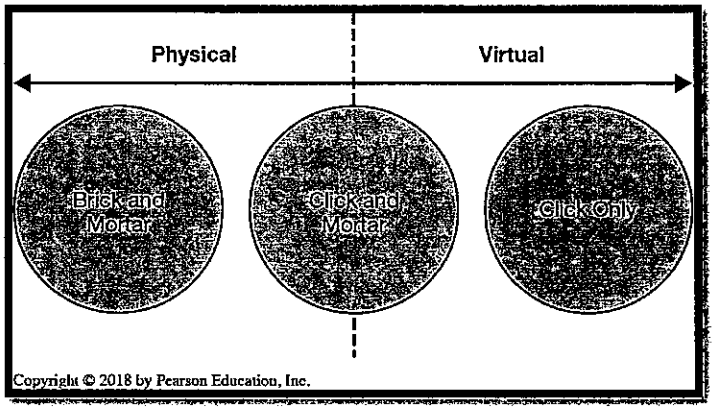


Figure 2

(12 marks)

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